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ABSTRACT

A 15-week semester graduate course in fund raising and philanthropy is described in this paper. After the course objectives are listed, the paper presents a course outline that contains five topical issues: the historical framework of charitable giving, the economics of philanthropy, benefactors, sources of philanthropic opportunity, and research in institutional advancement. Major course assignments described in the paper are to write a funding proposal to the fund source, complete with budget, and to analyze a national fund raising campaign, including the grass roots strategies to localize the promotion. The appendix contains a nine-page list of reference works useful in fund raising. (EL)

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FUND RAISING AND INSTITUTIONAL ADVANCEMENT

BY

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ABSTRACT

FUND RAISING AND INSTITUTIONAL ADVANCEMENT

Unlike most other professions, fund raising has lacked a formal "body of knowledge" upon which to draw. Since the Fall of 1979, a graduate course was offered at the University of Florida College of Journalism and Communications called "Fund Raising and Philanthropy."

This paper focuses on the new developments in the tax laws since 1969 and the current tax reforms which will impact on fund raisers. Both taxation and technology have created dramatic changes in the ways charitable organizations and non-profit institutions will solicit funds to meet operational and capital costs. Thus there is a growing awareness and a need for specialized training of fund raisers which builds upon the fundamental public relations skills of effective planning, organization, management and marketing.

In this regard, the paper discusses the 15-week semester graduate course in light of course objectives, five areas of topical issues and two major course assignments. The students must use their research concepts and skills to complete an analysis of a major national fund raising appeal, and, write a research proposal to a funding source.

The discussion includes an evaluation of the current literature in a selective and critical bibliography.

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FUND RAISING AND INSTITUTIONAL ADVANCEMENT

Philanthropy became a serious business throughout the world as our economic system and values spread globally after World War II. However, the methods of disbursing monies from individual and corporate citizens through the mechanism of fund raising organizations and foundations became the subject of Congressional investigations during the postwar years. The net result was a sweeping tax reform in 1969 which permanently altered the ways fund raising is now conducted and the ways granting sources disburse their funds.

In the 1970's, inflation was so high on the political agenda that additional tax reforms took place in 1979 and in 1981. And, this year of 1985, three highly publicized tax reform plans are in the Washington hopper. The "modified flat taxes" are proposed by the Department of Treasury; by Sen. Bill Bradley of New Jersey and Rep. Dick Gephardt of Missouri; and the Republican plan designed by Rep. Jack Kemp of New York and Sen. Robert Kasten of Wisconsin.

It is not the purpose of this paper to discuss the merits or demerits of the tax proposals, but to focus on the need for

specialized training in fund raising and institutional advancement which builds upon the fundamental public relations skills of effective planning, organization, management and marketing.

The Academic Milieu

Unlike most other professions, public relations as well as fund raising have lacked a formal "body of knowledge" upon which to draw.[1] Both are relative newcomers as academic disciplines even though practitioners are on the increase as paid profesionals in universities and colleges throughout the country in recent years.

In the academic arena, however, the territorial questions of where public relations should be housed is abating. Public relations sequences are now taught in communications programs in arts and sciences colleges; along with advertising in journalism programs; and with management in business schools.

By comparison, fund raising (if that is what it will be called) is an even newer newcomer and has yet to map its place in academic circles. One recent mention in The Chronicle of Higher Education under "Notes on Philanthropy" reveals that a new program is starting up at University of Maryland in the College of Education.[2]

It is not surprising then that university administrators are also taking stock of the qualifications of their fund raisers as they advertise to fill slots in areas such as "development," "program office," "external support," "alumni affairs," "sponsored

research," "grants development" and "institutional advancement." "Fund Raising" is rarely used nowadays and almost never appears on business cards, letterheads or administrative office doors. Like the terms "publicist" and "promoter" in public relations, the term "fund raiser" is going the way of that good old wine now bottled in newer labels.

While the what's-in-a-name game may sound trivial, one should recognize that both taxation and technology have created dramatic changes in the ways charitable organizations and non-profit institutions will solicit funds to meet operational and capital costs. Thus, I would like to discuss the evolution of a 15-week semester graduate course which was offered for the first time at the University of Florida College of Journalism and Communications in the Fall of 1979.

Course Objectives

In full recognition that the current crop of students was born in the 1960's, I felt it important to begin with social history.

The course objectives are as follows:

1. To survey the background of fund raising practices in the United States

2. To increase understanding of ethical standards, requirements of regulatory and governmental agencies and disclosure requirements.

3. To explore techniques used by fund raisers such as in-person, direct mail and telephone solicitation, special events and annual giving campaigns, publicity and promotion.

4. To provide opportunity to analyze the operations of an on-going fund raising program in the field.

Topical Outline, Readings and Assignments

I. The Givers - "The Historical Framework of Charitable Giving"
Before 1900 - The Founding of American Institutions
1900 to 1920 - Community Appeals Become Federated
1920 to 1950 - Mass Philanthropy to Millions
1950 to 1969 - Congressional Investigations of Charity Frauds
1969 to 1979 - The Mass Media and Public Policy Emerge

There is no required textbook. Reading assignments will be selected by each student who will read and lead a discussion on the book:

Cutlip, Scott M. Fund Raising in the United States: Its Role in America's Philanthropy. New Brunswick: Rutgers University Press, 1965.

Bakal, Carl. Charity U. S. A. An Investigation into the Hidden World of the Multi-Billion Dollar Charity Industry. New York: Times Books, 1979.

Hopkins, Bruce R. Charity Under Siege: Government Regulation of Fund Raising. New York: John Wiley & Sons, 1980.

Whitaker, Ben. The Philanthropoids: Foundations and Society. New York: William Morrow & Company, Inc., 1974.

Nielsen, Waldemar. The Big Foundations. New York: Columbia University Press, 1972.

II. The Regulators - "The Economics of Philanthropy: Professional Standards and Governmental Regulations"

Discussion of paid solicitors, boiler room operations, misrepresentations of charter, fraudulent sponsorships, using names without consent, inadequate financial records, fronts for commercial enterprises, high cost of administration, mailing list brokers, multiple fund appeals in the same territory, solicitation of employees on the job.

Reading:

U.S., Congress, Senate, Subcommittee on Children and Youth, Hearings, Children's Charities, 1974, 93rd Congress, Second Session, 1974, 4 Vols.

National Charities Information Bureau (formerly National Information Bureau - NIB). Wise Giving Guide. Includes ratings of national not-for-profit organizations based on NCIB's Basic Standards in Philanthropy; case study materials.

Course Assignment (30% of grade): Each student must select a major national fund raising campaign and submit an analysis based on the following:

The NCIB will give you a general outline of the mission, budget and expenditures, ethics of board members and other administrative practices including fund raising.

1. Contact the national office of your agency and ask for:

   a. the latest Annual Report
   b. Materials which the agency uses to accomplish its mission, such as educational programs, service guides and other "good works". These will differ with each of your agencies.

2. Contact and interview the head of the local affiliate of your agency. You want to know the following:

   a. What time of year is allocated to major fund raising activities
   b. What strategies are successful in this community (or wherever the grass roots are); for instance, door-to-door, direct mail, special (if so, what kind), sales of advertising specialties, contests, etc.
   c. What print and electronic media vehicles are used to support the fund drive.

3. How does the agency "position" itself in relation to other non-profit agencies in the same area of concern. Compare your agency's strategies and tactics with the others in the same field. Compare the net results (dollars) of your agency with others.

4. Write an analysis on the above. Criticque the media vehicles for effectiveness. Suggest other unexplored tactics the agency might use in future fund drives.

5. Prepare and present your materials in a portfolio as though you were applying for a job with the agency. The opening section should include data collected from the national surveys of public attitudes on your agency's area of concern: environmental issues, cancer, emergency relief, rural education, etc. See Gallup, Roper and Hill and Knowlton surveys on reserve in the library.

A field trip will be scheduled to the local United Way offices. Be prepared to ask questions about the nature of "federated campaigns" from your historical background readings.

III. The Receivers: Institutional Fund Raisers and Their Benefactors - "The Psychology of Gift-Giving Behavior: Beliefs, Pressures, Rewards, Obligations and Motivations of Giving and Receiving"

Readings:

Wispe, Lauren. (ed) Altruism, Sympathy, and Helping: Psycholgical and Sociological Principles. New York: Academic Press, 1978.

Schneiter, Paul H. The Art of Asking: A Handbook for Successful Fund Raising. New York: Walker and Company, 1978.

IV. The Sources of Philanthropic Opportunity: Individuals, Corporations and Foundations

Tax exempt status of non-profit organization; Separation of Church and State; Traditional Areas of Support (Religion, Education, Health and Hospitals; Social Welfare, Arts and Humanities, Civic and Public Affairs).
Volunteers who serve the agency and who serve as fund raisers; the changing patterns of urban and suburban volunteerism; Community fund raising and grass roots strategies.

Readings for class discussion:
Broce, Thomas E. Fund Raising: The Guide to Raising Money from Private Sources. Norman: University of Oklahoma Press, 1974.

A field trip will be held in the University of Florida Foundation office. Be prepared to ask questions about the structure and organization, job titles, job descriptions of each office as well as how to analyze the financial statement of a not-for-profit organization.

V. Research in Institutional Advancement

Program Planning, Development and Public Relations; The Annual Report and Statement of Needs; Capital Grants; Operating

grants (restricted and unrestricted); Program Grants; Matching Funds; Feasibility Study; Constituency Survey; Public Opinion Sampling.

Readings:

Sladek, Frea E. and Eugene L. Stein. Grant Budgeting and Finance: Getting the Most Out of Your Grant Dollar. New York and London: Plenum Press, 1981.

Heywood, Ann M. (compiler) The Resource Directory for Funding and Managing Nonprofit Organizations. New York: The Edna McConnell Clark Foundation, 1982.

Rambo, P. B. How To Write a Proposal. Gainesville: University of Florida Division of Sponsored Research , 1975.

A field trip to the Division of Sponsored Research will be scheduled. Be prepared to ask questions about the library reference resources available there.

You will be conducting research in the secondary resources which are available only in the Division of Sponsored Research Program Office. So, you should decide on an area (you may keep the same one you had for the campaign analysis). You will be searching the reference works for funding sources in that area. This search as well as the literature search on the topic is 30% of your grade.

The next step is to prepare a funding proposal to the fund source complete with budget. See examples on reserve of other student projects.

Grades:

Analysis of national fund raising campaign including the grass roots strategies to localize the promotion.....30%

Search of funding source materials with a list of identified funding sources and search of the literature.....20%

A grant proposal and budget.....20%

Readings and meaningful class room discussion.....15%

Final Exam.....15%

Some Observations

It comes as a surprise to many Americans (and to the students as well) that private generosity for the betterment of man and the common "weal" is a distinctly American belief system. This value stems from our Anglo-Saxon heritage and is commented upon by observers such as De Tocqueville.[3]

While the thrust of the course assignments are directed toward their career goal of public relations management, it is important, I believe, to involve the students in a larger conceptual framework and modes of inquiry. These include social history, social psychology and sociology as well as cross-cultural perspectives.

As the course outline indicates, I call upon many of the resources available in the University, such as the Foundation and Sponsored Research; in the community, such as the United Way and the March of Dimes; as well as guest speakers. This accustoms the student to search in specialized libraries and to identify community fund appeals which have grown up in the past and are present today. In fact, at the beginning of the course the students characteristically say that they have never done fund raising. But, in no time, they recognize that the high school car wash for band uniforms, or marching for the March of Dimes, or the bike-a-thon for the Special Olympics was so integrated into their cultural upbringing that they never questioned its values.

However, most of the students are in a career track and the assignments are designed with the notion that the projects will enhance their resume and portfolio. In addition, they are

are introduced to guest speakers such as the dean of the College of Journalism and Communication at the University of Florida, Ralph L. Lowenstein, who speaks effectively and eloquently about the gifts, both large and small, which helped build our new college building: the Gannett Foundation, the special donors to the Knight (Knight-Rider) Courtyard, the Neuharth Library. Some students are on scholarships and have fellowships with names of donors they had not stopped to ask about. The placques and pictures of a deceased photo-journalism student whose parents left a bequest become, for the first time, part of their alumni mythology.

A few students pursue research in the Law Library with an eye that their degree might be enhanced by application to Law School. Others actively pursue The Chronicle of Higher Education want ads, and for these students I supply them with the list of reference works which an Office of Institutional Advancement has on hand. (See Appendix A)

Last, but not least, is a list of associations where they might find help and further professional contact.

Meanwhile, fund raising by whatever name it may be called in academic catalogs has arrived and is here to stay.

Footnotes

[1] Kendall, Robert . "The Body of Knowledge in the Public Relations Profession." IPRA Review: Journal of the International Public Relations Association. Vol. 8, No. 2 May, 1984, pp. 8-10.

[2] The Chronicle of Higher Education, "Notes on Philanthropy." Vol. XXX, No. 1, March 6, 1985.

[3] The Happy Republic: A Reader in De Tocqueville's America, ed. George E. Probst. New York: Harper & Brothers, 1962.

A selective and critical bibliography of readings used in the course is included with complete citations in the text, pp. 4-7.

APPENDIX A

STANDARD REFERENCE PUBLICATIONS FOR INSTITUTIONAL ADVANCEMENT

America's Wealthiest People: Their Philanthropic and Nonprofit Affiliations. Taft Corporation, 5125 MacArthur Boulevard, NW Washington, D. C. 20016 ($49.25).

Annual Register of Grant Support. 17th edition. Has 2,589 entries including corporate foundations and giving programs; private family foundations; sources of special interest grants; and federated, association and community funding. Listing includes: names, address and telephone number; fields of interest; trustees, officers and directors; names of grant programs; purpose of each program; nature of support; total funding available; $ amount of support per award; number of applicants and recipients in the most recent year; eligibility requirements; application information including deadlines; and name of contact person. Marquis Who's Who, Inc., 200 East Ohio Street, Dept. 5665, Chicago, IL 60611. $73.

Business Week. A weekly magazine including sections on economic analysis; finance; news items; special reports; corporation strategies; industry and technology; international business. Business Week, PO Box 430, Hightstown, NJ 08520 ($39.95/yr)

CFAE Casebook (now CFAE Handbook). Aid to education programs of business concerns that have cooperated with the Council over the years. Published about every two years. Council for Financial Aid to Education, 680 Fifth Avenue, New York, NY 10019 ($25).

Charitable Giving Tax Service. R. R. Newkirk, 4300 West 62nd St. Indianapolis, IN 46268 ($90).

Communication Briefings. Newsletter with articles and tips on more effective communication in publications, conversation, management, etc. Communication Briefings. PO Box 587, Glassboro, NJ 08028 $48).

Constructor: Directory Issue. Contains name, address, top officers, type of construction, of contracting firms in the U. S. who belong to Associated General Contractors of America. By geographic area with index. Associated General Contractors of America, 1957 E Street NW, Washington, D. C. 20006 ($35).

County Plat Books. Maps indicating land ownership Index in back listing land owners of five acres or more. Rockford Map Publishers, Inc. 4525 Forest View Ave., Rockford, IL (815-399-4614); Great Mid-Western Publishing Co., Inc. Dayton, OH (513-236-1601; Florida Plats, Clermont, FL (904-394-6363).

Chronicle of Higher Education. Weekly newspaper with articles on academics; academic help-wanted ads; listing of recent grants to educational institutions; articles of interest to development officers. Chronicle of Higher Education, PO Box 1955, Marion, OH 43306 ($46).

Cumulative List of Organizations: IRS Publication 78. List of all non-profits with three quarterly supplements. Provides name of organization, city and a code denoting type of non-profit. Alphabetical. U. S. Government Printing Office, Superintendent of Documents, Washington, D. C. 20402 ($30).

Dun & Bradstreet Million Dollar Directories. Set of 3 volumes:

Volume I - 43,000 companies with net worth over $1,910,000
Volume II - 36,000 companies with net worth of $959,000 to $1,910,000
Volume III - 36,000 companies with net worth of $500,000 to $959,000.
Dun & Bradstreet, 190 South Orange Avenue, Livingston, NJ 07039.

Dun & Bradstreet Reference Book of Corporate Managment.

Lists 50,000 top executives in 3,000 top companies. Indicates college, corporate affiliations, and brief biography. Dun & Bradstreet, 190 South Orange Avenue, Livingston, NH 07039. $165.

Encyclopedia of Associations. Three volumes:

Volume I - National organization of the United States
2 books

Volume 2 - Geographic and Executive Index

Volume 3 - New Association and Projects.

Gale Research Company, Book Tower, Detroit, MI 48226. (313-961-2242). $435/set, but volumes can be bought separately.

Forbes. Biweekly magazine with business trends, features on industrial groups, companies, and individuals associated with major corporations; sections on money and investments, etc. Publishes annual 'Top 500' list similar to Fortune . Forbes, 60 Fifth Avenue, New York. NY 10011. (212-620-2200). $39/year (student rate - $25/year)

Fortune. Biweekly magazine with company case histories and management studies, new marketing techniques, profiles on businessmen. Fortune 500 lists between April and June. Fortune Magazine, 541 North Fairbanks Court, Chicago, IL 60611. (800-541-1000) $39/ year regular subscription; $19.50/year public place rate.

Foundation Directory. Edition 9. Lists 4,000 foundations with assets of $1 million or more, or grants of $100,000 or more in a year. Geographical by state with indexes by subject, names of donors, trustees and officers, and by geographical location. Also includes over 700 corporate foundations. Information includes addresses, phone numbers, financial data, grant amounts, names of donors, trustees and officers and a description of giving interests. The Foundation Center, 888 Seventh Avenue, New York, NY 10106. $60.

Foundation Grants Index Bimonthly and Foundation Grants Index Annual
Resource book and updates on foundations making grants of $5,000 or more. Indexed by subject and geographical location. The Foundation Center, 888 Seventh Avenue, New York, NY 10106. $55/year for both.

Foundation News. Bimonthly magazine with articles on philanthropic activities and trends. It is the official publication of the Council on Foundations. Foundation News, 1828 "L" Street, N.W., Washington, D. C. 20036 (202-466-6512). $24/year.

FRI Monthly Portfolio. A monthly newsletter with reviews on fund-raising activities of more than 2,000 non-profit organizations. Notes major fund-raising conferences, and evaluates new fund-raising techniques and ideas. FRI Letter Clinic and FRI Bulletin included in subscription. Fund-Raising Institute, Box 365, Ambler PA 19002-0365 (215-628-8729. $52/year.

Fund Raising Management. Monthly magazine with information on case histories, developments in legislation, taxes, communications, grantsmanship, capital and annual fund raising campaigns, marketing and management of non-profits. Hoke Communications, Inc., 224 Seventh Street, Garden City, NY 11535. (800-645-6132). $36/year.

Currents (CASE Currents). Council for the Advancement and Support of Education. Published monthly except August and December. Indexed in the January issue and in Current Index to Journals in Education (ERIC). Articles on education; how-to-fundraising and grant-writing articles. "Departments" section including CASE Conference list. Case people, and a directory of suppliers and professional services available. Publisher Services, Inc. 80 South Early Street, Alexandria, VA 22304 (202-328-5900). $30/year for CASE members.

Directory of Corporate Affiliations. Reference book listing 4,000 parent companies and their 40,000 division, subsidiaries and affiliates. Indexes include a cross reference index for the divisions, a geographical index, and a SIC index. Cost includes five updates yearly. Entries list addresses of divisions and subsidiaries and in some cases the local company head. Directory of Corporate Affiliations, National Register Publishing Company, 3004 Glenview Rd, Wilmette, IL 60091 ($289 plus shipping and handling).

Education Directory, Colleges and Universities. Lists institutions in the United States, and outlying areas, that are legally authorized to offer at least a one-year program of college level studies leading toward a degree. Information includes phone number, address, date established, enrollment, undergraduate tuition and fees, sex of student body, calendar system, type of program, highest level of offering, and so on. Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402 (202-783-3238), $10.

Estate Planners Alert. Spotlights current developments and recommends specific estate planning strategies; contains in-depth coverage of new 1984 Deficit Reduction Act. Monthly publication in newsletter form. Research Institute of America, Inc., Subscriber Services, 589 Fifth Avenue, New York, N. Y. 10017. $72.

Estate Planning. Bimonthly magazine for lawyers, accountants, insurance, trust investment and other practitioners concerned with estate planning, family asset management, trust and estate administration. Warren, Gorham and Lamont, 210 South Street, Boston, MA 02111. (617-292-8245), $64.

Federal Tax Course. Loose-leaf notebook service; covers tax law changes, regulations, rulings and tax-saving opportunities that must be taken into account when filing tax returns and in handling business and personal affairs; includes in handbook format, specimens of tax-return forms and schedules. Prentice-Hall, Inc., Englewood Cliffs, NJ 07632. $89.50 prepublication cost.

Harvard Business Review. Bimonthly magazine for professional managers. Harvard Business Review, Subscription Service Department, PO Box 3000, Woburn, MA 01888. (800-225-5355). $30/year.

Hotel and Motel Redbook. Directory of hotels and motels with accommodations available and rates. American Hotel Association Directory Corp., 888 Seventh Avenue, New York, NY 10019. (212-265-4506). $39.50.

Institutional Investor. Monthly magazine with articles on business, investment, banking, insurance, pensions, retail brokers, investor relations, etc. October issue has a "Cash Management Directory" with a listing of top cash management officials at the nation's major corporations. Institutional Investor, 488 Madison Avenue, New York, NY 10022. $12/year.

Kiplinger Tax Letter. Biweely newsletter. Tax tips, recommendations and explanations for business and personal taxes. Government tax plans and projects. The Kiplinger Washington Editors, 1729 H Street, N.W., Washington, D. C. 20006. (202-887-6400). $42/year.

Kiplinger Washington Letter. Weekly newsletter with information on political elections, decisions, economy, trends, etc. The Kiplinger Washington Editors, 1729 H Street, N.W., Washington, D. C. 20006 (202-887-6400). $48/year.

Martindale-Hubbell Law Directory. (7 volumes) A complete directory service for and about the legal profession. Geographical by state/city. Each volume in two sections: geographical roster of the Bar of each city with year of birth, date of admission to bar, college and law school attended, ratings, and law firm; and geographical/biographical by law firm with brief biographical sketches of each member of firm, fields of law practiced, names of clients, references, etc. Martindale-Hubbell, Inc. PO Box 1001, Summit, NJ 07901. $165.

Moody's Manuals (7 books). International, Municipal, Bank and Finance, Industrial, Public Utility, Transportation, Over-the Counter. Includes all major public firms and quite a few private companies. Brief history on each company, financial report, ratings. Service includes news reports and updates weekly and twice weekly. Moody's Investors Service, PO Box 1188, New York, NY 10242. (212-553-0435). International - $665; Special Library - $1,085; Over-the-Counter - $625; Municipal - $895.

National Data Book. A two-volume foundation reference book. Index volume arranged by foundation name, referenced by number to data volume. Data Book arranged by state. Profiles 22,000 U. S. foundations and includes: foundation name and address, name of principal officer, notation regarding annual report, IRS number, fiscal data. The Foundation Center, 888 Seventh Avenue, New York, NY 10106. $50.

New York Times. Daily newspaper with Sunday Book Review section. Call local agent. $5.50/week

Official Summary of Security Transactions and Holdings. Monthly government publication. Alphabetically arranged by name of company officers, directors or large shareholders are noted with the amount of stock sold, bought or transferred, its cost and the total holdings (direct and indirect) of the individual. Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 30402. $70/year.

People in Philanthropy: A Guide to Philanthropic Leaders, Major Donors and Funding Connections.
Brief biographical sketches of philanthropic individuals. Taft Corporation, 5125 MacArthur Boulevard, NW., Washington, D. C., 20016 (800-424-3761). $194.50.

Polk Directories. Business directories for most cities and towns. Arranged by name of individual or company, their local representative, address, spouse name, resident status, sometimes phone number. Another section lists residents by street; section listing phone numbers showing phone subscriber. R. L. Polk and Co. Publishers, PO Box 27546, Richmond, VA 23260. (617-322-0500). Varies - usually around $100/book.

Research Institute Recommendations. Weekly newsletter with tax deadlines, strategies, guidelines, etc. Research Institute Recommendations, 589 Fifth Avenue, New York, NY 10017. $51.72

Sibbald Guide. Guide to every public company in Georgia, Florida and the Carolinas, with descriptions of the company business, names and capacities of each directory, names and titles of corporate officers, return on equity and sales, income statement, etc. The Sibbald Guide, 5725 East River Road, Suite 575, Chicago, IL 60631. $65.

Social Register. Names, addresses, college and club affiliation of socially prominent individuals. Includes names of minor and adult children. Covers United States and Bahamas, including Winter and Summer editions. Social Register Association, 381 Park Avenue South, New York, NY 10016. $60.

Source Book Profiles. A looseleaf notebook. Quarterly volumes, each including 125 new profiles plus reprints and updates from the preceding quarterly volumes. Reports include foundation name, address and phone number, contact person; giving program; trustees, officers and staff; financial data; history; grant analysis; purpose; types of support; sample grants; policies. Four indexes: Index of Foundation; Index of Subjects; Index of Types of Support; Geographic Index. The Foundation Center, 79 Fifth Avenue, New York, NY 10003. $265/year.

Standard & Poor's Register. Three volume set of corporate information books as follows:
Volume 1 - 40,000 corporations listed alphabetically. Information includes address, phone number, officers and directors, type of business and sales.
Volume 2 - 70,000 key individuals serving as officers, directors, trustees, and partners with listed corporations. Information includes primary affiliation and address, residence address, year of birth and college as well as other business affiliations.
Volume 3 - Index including corporate family indexes, geographical index, new company additions, new individual additions, obituary section, standard industrial classification section.
Standard & Poor's Corporation, 25 Broadway, New York, NY 10004/ (2120248-2525). $300 lease per year.

Successful Estate Planning. Looseleaf notebook format with monthly bulletins on estate planning methods, taxes, etc. Prentice-Hall, Inc., 240 Frisch Court, Paramus, NJ 07652. $321/year.

Taft Corporate Information System. Includes Taft Corporate Directory plus 12 monthly issues of 'Corporate Giving Watch/ Profiles.' The directory provides detailed coverage for 500 of the largest corporate giving programs. Includes data on direct giving programs, biographical data on corporate officers and trustees; types of grants given; budget; typical recipients; contact person; application procedures. Eight-part computer generated index references.
Corporate Giving Profiles - 8-page monthly updates; focuses on Fortune 1,000 companies.
Corporate Giving Match - monthly newsletter covering developments in corporate giving.
Taft Corporation, 5125 MacArthur Boulevard, NW, Washington, D. C. 20016. (800-424-3761 or 202-966-7086). $357/year

Taft Foundation Information System. Includes "The Taft Foundation Reporter," which covers over 500 private foundations and information on the type of foundation, types of grants, grant distribution, fiscal information, background information on foundation, areas of interest, grants analyses, contact name and address, application procedures, officers and directors with biographical sketches, and sample grants.
Foundation Updates - 8-page monthly periodical with latest information on foundations undergoing change or major development
Foundation Giving Watch - monthly periodical with news, current trends in foundation giving.
Taft Corporation, 5125 MacArthur Boulevard, NW, Washington, D. C. 20016. (800-424-3761 and 202-966-7086). $357/year.

Taxwise Giving. Monthly bulletin in looseleaf form which provides information on tax aspects of giving. Taxwise Giving, 13 Arcadia Road, Old Greenwich, CT 06870. $115/year.

Trusts and Estates. Monthly magazine with information on taxes, tax reform, deregulation, litigation, and other matters related to estate planning. Subscription includes the "Directory of Trust Institutions", which lists more than 5,000 banks with trust departments and their estate planning professionals. Trusts and Estates Magazine, Communication Channels Inc., Book Department, 6255 Barfield Road, Atlanta, GA 30328. $47/year.

Value Line Survey. Continuing review of over 1,700 major stocks. Includes a weekly summary and index with up-to-date ratings of each of the stocks. Also includes a new full-page report of each stock every 13 weeks in regular rotation by industry group (about 130 each week). Reports include P/E's, Yields, three to five year Appreciation Potentials, and other information. Subscription includes Supplementary Reports issues on any stock when new developments occur. Value Line, Inc. 711 Third Avenue, New York, NY 10017. (212-687-3965). $365/year.

Vital Speeches. Monthly publication with reprints of speeches made by prominent individuals. Vital Speeches, City News Publishing Co., PO Box 606, Southold, LI, NY 11971. $25/year

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Who's Who in American Art. R. R. Bowker Co., PO Box 1385, Ann Arbor MI 48106. (800-521-8110). $86.34.